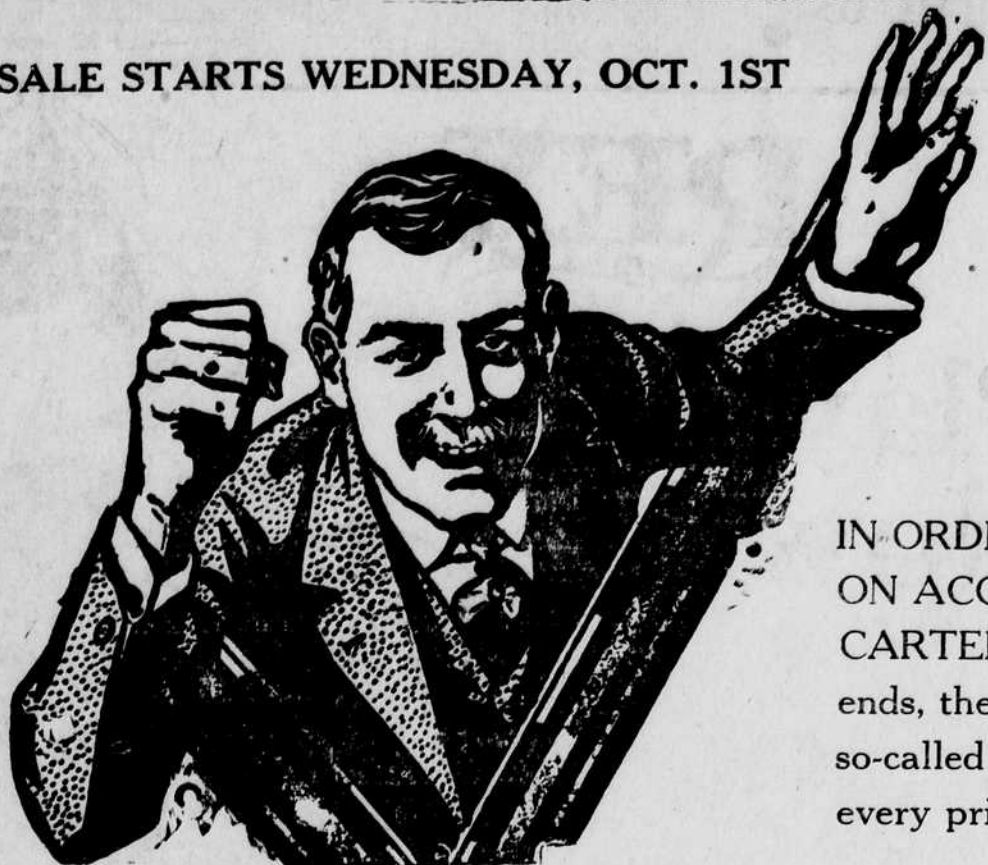


SALE STARTS WEDNESDAY, OCT. 1ST



READ IT, NEIGHBOR---TO YOUR PROFIT
LUCKEY'S JEWELRY STORE—SELLING OUT HALF ENTIRE
\$30,000 STOCK

AN ACT OF COMPULSION

IN ORDER TO RAISE \$15,000 CASH QUICK TO COMPLETE MY PAYMENTS DUE ON ACCOUNT OF BUYING OUT MY FORMER PARTNER IN THIS STORE, C. C. CARTER. We want you to understand that this is not a sale of a certain few odds and ends, the whole stock is included in this big sale. Do not confound this sale with the so-called sale where they juggle prices, marking the goods up, then down again. Read every price, then hurry here and let us convince you of the big saving.

A Store-Wide Jewelry Sensation

Hurry-Folks-Hurry

- \$35.00 Ladies' Diamond ring, 18K White Gold setting 50c
- \$20.00 Ladies' Wrist Watch, White Gold filled case, guaranteed 25 yrs. 16 jewel..... 50c
- \$25.00 Men's Diamond Signet ring, better hurry, men 50c

Yes, folks, we are going to give a real grab box sale, Saturday, Oct. 4th. No package will be worth less than \$1.00 and most of them will contain articles worth from \$2.00 to \$10.00. Don't forget the diamond rings, wrist watches, you will be surprised at what these packages contain.

Diamond Rings

For the Ladies

Here's a wonderful assortment to select from, Ladies, they are the very latest lacy styles and you should jump at a chance like this. No goods shipped in for this sale and we fully guarantee every ring. Come early to see these.

- \$25 Ladies' diamond rings, sale price only.....\$17.95
- \$35 Ladies' diamond rings, sale price only.....\$26.25
- \$50 Ladies' diamond rings, sale price only.....\$37.50
- \$75 Ladies' diamond rings, sale price only.....\$48.75
- \$100 Ladies' diamond rings, sale price only.....\$63.75
- \$125 Ladies' diamond rings, sale price only.....\$82.75
- \$v50 Ladies' diamond rings, sale price only \$93.75

MEN LOOK

We are overstocked on watches for sellers in logging camps

Gruen Watches

The man we once employed to sell them has gone into business for himself. This has left us a much too big stock, many more than we should carry. We are making an extreme sacrifice in selling these watches. They are not going to last at these prices.

- \$25 white or green gold Gruen watches. \$16.65
Going this sale.....
- \$35 white or green gold Gruen watches. \$23.30
Going this sale.....
- \$50 white or green gold Gruen watches. \$33.30
Going this sale.....

Community Plate

26 Piece Sets

Positively Guaranteed 50 Years
These 26 piece sets consist of 6 hollow handle, medium or large size stainless steel knives, 6 forks, 6 table spoons, 6 teaspoons, 1 butter knife and one sugar spoon, the regular selling price of this set now is \$31.50.

Going This Sale
\$24.95

Men's Emblem Rings

Every man should have a nice solid gold emblem ring at these prices, dozens and dozens of beautiful styles to select from and at prices you never saw before.

- \$8.00 to \$10.00 kind going this sale for only..... \$5.95
- \$10.50 to \$12.50 kind going this sale for only..... \$7.95
- \$13.50 to \$15.00 kind going this sale for only..... \$9.95

\$50 FREE

The First 50 Customers

(Adults) entering the store Wednesday morning, October 1st at 9 a. m. will receive a coupon good for

\$1.00

This coupon will be taken the same as cash on any purchase of \$2.00 or more made on this day.

BE IN LINE EARLY

Big Ben Alarm Clocks

- \$3.25 kind, white face Big Ben, only..... \$2.45
- \$4.50 kind luminous face Big Ben, only..... \$3.45

A REAL SNAP Ingersoll Watches

- \$1.50 Poeget Ben, going while they last..... \$1.15
- \$1.75 Yankee. The stock is limited, going..... \$1.45

\$1.50 Knives

for Waldemar watch chains, in combinations of white and yellow gold, going for only

\$1.05

\$1.00 Eversharp Pencil

New style silver plated, a genuine Eversharp, going at the unheard of price—

65c

STICK PINS

Men, get busy if you want a new stick pin for almost a song. New pins, gold mounting with a stiffened pin, worth \$1.25 Your choice now, only—

85c

Alarm Clocks 15c

To the first 50 customers (adults) visiting the store Thursday morning October 2nd at 9 a. m. we will sell a genuine Waterbury Sunbeam alarm clock for only 15 cents with any other purchase of \$2 or more on this day. Be in line early for this rare bargain.

\$2.00 GOOD GRADE FOUNTAIN PENS

There is nothing the matter with this pen because we are selling it for 75c; it's really worth \$2.00 in any store in the country.

75c

LUCKEY'S JEWELRY STORE

827 WILLAMETTE ST.

W. W. BRISTOW

EUGENE, OREGON